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SOURCE Jornal do Comercio.

THE PORTUGUESE TIRE INDUSTRY, 1951

In 1951, Portuguese production of automobile tires and tubes reached almost 2,500 tons, and, if all /tire and tube/ manufactures are included, production passed 2,600 tons. Enough tires and tubes were manufactured, then, to supply homeland consumption, which has risen greatly in recent years and was estimated at 2,500 tons in 1950. Not all of this production was consumed in Portugal, however. On the one hand, the high level of imports, established for the benefit of the old importers, continued, thus reducing the domestic consumption of Portugal's own products. On the other hand, these products had to be supplied to colonial consumers.

Sales were still well below production which, with new machinery installed or on order, should shortly reach 4,000 tons a year. This would be sufficient to supply the needs of Portugal's home and colonial markets.

Production of Portugal's cord fabric industry completely met the needs of the Portuguese market, leaving an exportable surplus.

Production of bicycle tires and tubes rose in 1951, although sales volume dropped from the previous year. Inventory at the end of the year was 30,000 units, at the same time the previous year it was not over 10,000. The industry is equipped to produce another 450,000 units yearly, which would completely meet Portugal's needs.

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